## **REMARKS**

Claims 1-58 remain in the application for consideration. In view of the following remarks, Applicant respectfully requests withdrawal of the rejections.

## **Claim Objections**

1

2

3

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

Claims 30 and 55 are objected to because "WAP" is an acronym and should be defined for better understanding. Applicant has amended these claims to obviate this objection.

### § 103 Rejections

Claims 1-58 stand rejected under U.S.C. §103(a) as being unpatentable over U.S. Patent No. 5,537,526 to Anderson et al. (hereafter "Anderson") in view of U.S. Patent No. 5,564,263 to Bergman et al. (hereinafter "Bergman"), and further in view of U.S. Patent No. 6,556,217 to Makipaa et al. (hereinafter "Makipaa").

Before undertaking a discussion regarding the substance of the Office's rejections, the following discussion of the § 103 Standard is provided.

### The § 103 Standard

To establish a prima facie case of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir. 1992); *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988). Second, there must be a reasonable expectation

of success. In re Merck & Co., Inc., 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986). Finally, the prior art reference (or references when combined) must teach or suggest all the claim limitations. In re Royka, 490 F.2d 981, 180 USPQ 580 (CCPA 1974). The teaching or suggestion to make the claimed combination and the reasonable expectation of success must both be found in the prior art, not in applicant's disclosure. In re Vaeck, 947 F.2d 488, 20 USPQ2d 1439 (Fed. Cir. 1991).

Hence, when patentability turns on the question of obviousness, the search for and analysis of the prior art includes evidence relevant to the finding of whether there is a teaching, motivation, or suggestion to select and combine the references relied on as evidence of obviousness. See, e.g., McGinley v. Franklin Sports, Inc., 262 F.3d 1339, 1351-52, 60 USPQ2d 1001, 1008 (Fed. Cir. 2001) ("the central question is whether there is reason to combine [the] references," a question of fact drawing on the Graham factors). The mere fact that references can be combined or modified does not render the resultant combination obvious unless the prior art also suggests the desirability of the combination. In re Mills, 916 F.2d 680, 16 USPQ2d 1430 (Fed. Cir. 1990). "To support the conclusion that the claimed invention is directed to obvious subject matter, either the references must expressly or impliedly suggest the claimed invention or the examiner must present a convincing line of reasoning as to why the artisan would have found the claimed invention to have been obvious in light of the teachings of the references." Ex parte Clapp, 227 USPQ 972, 973 (Bd.Pat. App. & Inter. 1985)(emphasis added).

Chapter 2100 of the MPEP provides further instruction as follows: "With regard to rejections under 35 U.S.C. 103, the examiner must provide evidence

24

25

1

4

6

7

10

9

12

13 14

15

16

17 18

19

20

21 22

23

24 25 which as a whole shows that the legal determination sought to be proved (i.e., the reference teachings establish a *prima facie* case of obviousness) is more probable than not." See MPEP 2142.

"The factual inquiry whether to combine references must be thorough and searching." Id. It must be based on objective evidence of record. This precedent has been reinforced in myriad decisions, and cannot be dispensed with. See, e.g., Brown & Williamson Tobacco Corp. v. Philip Morris Inc., 229 F.3d 1120, 1124-25, 56 USPQ2d 1456, 1459 (Fed. Cir. 2000) ("a showing of a suggestion, teaching, or motivation to combine the prior art references is an 'essential component of an obviousness holding") (quoting C.R. Bard, Inc., v. M3 Systems, Inc., 157 F.3d 1340, 1352, 48 USPQ2d 1225, 1232 (Fed. Cir. 1998)); In re Dembiczak, 175 F.3d 994, 999, 50 USPQ2d 1614, 1617 (Fed. Cir. 1999) ("Our case law makes clear that the best defense against the subtle but powerful attraction of a hindsight-based obviousness analysis is rigorous application of the requirement for a showing of the teaching or motivation to combine prior art references."); In re Dance, 160 F.3d 1339, 1343, 48 USPQ2d 1635, 1637 (Fed. Cir. 1998) (there must be some motivation, suggestion, or teaching of the desirability of making the specific combination that was made by the applicant); In re Fine, 837 F.2d 1071, 1075, 5 USPQ2d 1596, 1600 (Fed. Cir. 1988) ("teachings of references can be combined only if there is some suggestion or incentive to do so.") (emphasis in original) (quoting ACS Hosp. Sys., Inc. v. Monteflore Hosp., 732 F.2d 1572, 1577, 221 USPQ 929, 933 (Fed. Cir. 1984)); In re Fritch, 23 USPQ2d 1780, 1784 (Fed. Cir. 1992) ("It is impermissible to use the claimed invention as an instruction manual or 'template' to piece together the teachings of the prior art so that the claimed invention is rendered obvious. [O]ne cannot use

9

11

10

12

14

16 17

18

19

20 21

22

24

25

hindsight reconstruction to pick and choose among isolated disclosures in the prior art to deprecate the claimed invention.") (quoting *In Re Fine*, 837 F.2d 1071, 1075, 5 USPQ2d 1596, 1600 (Fed. Cir. 1988)).

The need for specificity pervades this authority. See, e.g., In re Kotzab, 217 F.3d 1365, 1371, 55 USPQ2d 1313, 1317 (Fed. Cir. 2000) ("particular findings must be made as to the reason the skilled artisan, with no knowledge of the claimed invention, would have selected these components for combination in the manner claimed").

In view of the guidance provided above, Applicant disagrees with the Office's obviousness rejections and respectfully submits that the Office has not made out a *prima facie* case of obviousness. Accordingly, Applicant respectfully requests withdrawal of these rejections.

# The Claims

Claim 1 recites a web content adaptation method comprising:

- analyzing one or more functions associated with a webpage; and
- adapting the webpage for presentation on a device based on said analyzing.

In making out the rejection of this claim, the Office asserts that its subject matter would have been obvious in view of the teachings of Anderson, Bergman, and Makipaa. First, the Office argues that it would have been obvious to modify Bergman into Anderson "to provide simple and composite objects and define presentation relationship of an object, as taught by Bergman, incorporated into the object oriented framework of Anderson, in order to provide a *unified framework*."

9<sub>.</sub>

(emphasis added). Next, the Office notes that Anderson and Bergman "do not explicitly disclose 'adapt the webpage for presentation on a second device type that is different from the first device type." The Office refers to Makipaa and asserts that it discloses "adapting page to be displayed based on the device capabilities." The Office then argues that it would have been obvious to have "modified Makipaa into Anderson and Bergman to provide a way to adapt a page based on device capabilities, as taught by Makipaa, incorporated in the systems of Anderson and Bergman, in order to allow maximum utilization of a device for the user." (emphasis added).

Applicant respectfully disagrees and submits that there would have been no motivation to modify Bergman into Anderson. Specifically, the Office has failed to present a convincing line of reasoning (as required by 35 U.S.C. § 132 (see also MPEP 706.02(j))), that is stated with particularity and which explains why it would have been obvious to incorporate these teachings. To support the conclusion that the claimed invention is directed to obvious subject matter, either the references must expressly or impliedly suggest the claimed invention or the examiner must present a convincing line of reasoning as to why the artisan would have found the claimed invention to have been obvious in light of the teachings of the references. See, e.g. Ex parte Clapp, 227 USPQ 972, 973 (Bd. Pat. App. & Inter. 1985).

The Office's attempt at a convincing line of reasoning is to state simply that the combination would be motivated "in order to provide a unified framework". As noted above, particular findings must be made as to the reason the skilled artisan, with no knowledge of the claimed invention, would have selected these components for combination in the manner claimed. In re Kotzab, 217 F.3d 1365,

б

1371, 55 USPQ2d 1313, 1317 (Fed. Cir. 2000).

Here, the Office has not explained what a "unified framework" is, or even why it would have been desirable to provide one. Perhaps more importantly, the stated motivation "provide a unified framework" appears to simply pertain to improving efficiency. This motivation could, however, be used to justify almost any modification of Anderson and fails to explain why the proposed combination with Bergman would have been obvious. Thus, the Office has not made particular findings as to the reason the claimed subject matter would be obvious in view of the cited references.

Furthermore, even if Makipaa does disclose "adapting page to be displayed based on the device capabilities", Applicant fails to see how this is pertinent to the subject matter of this claim. According to the Office, the adapting in Makipaa is based on the capabilities of the displaying device, not on "analyzing one or more functions associated with a webpage", as claimed.

Finally, Applicant respectfully submits that there would have been no motivation to modify Bergman and Anderson with Makipaa. Again, the Office has not presented a convincing line of reasoning explaining why it would have been obvious to incorporate the teachings of these references. The Office's attempt at a convincing line of reasoning is to state simply that the combination would be motivated "in order to allow maximum utilization". Again, this motivation merely pertains to improving efficiency, and could be used to justify almost any modification of Anderson and Bergman. Once again, the Office has not made particular findings as to the reason the claimed subject matter would be obvious in view of the cited references.

Additionally, and as an aside, the Office has provided a paper, available at

the following link:

2

3

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

# http://www.uspto.gov/web/menu/busmethp/busmeth103rej.htm

that describes proper and improper rejections made under §103(a). Particularly instructive is an example that appears in Section V of the paper illustrating an improper §103(a) rejection which is based upon hindsight in view of a general motivation statement. This example is reproduced below in its entirety for the Office's convenience:

### V. Examples of Improper Rejection under 35 U.S.C. 103

Example 17: Improper rejection based upon hindsight - general motivation statement.

#### a. The claimed invention

The invention is drawn to a smart card containing a tracking mechanism, which tracks shopping preferences of consumers by recording the type, quantity, and dates of purchase for a pre-selected group of products. The smart card is useful in a system and method for introducing new and alternative products that are of the same type as products normally purchased by the shopper. The smart card records the shopper's purchases and submits an automatic notification to the shopper when a quantity threshold is achieved for the pre-selected products. This notification will encourage the consumer to consider alternative products by providing the consumer incentives, such as a pricing discount, to purchase an alternative product.

#### Claim 1:

A method for using a smart card in a marketing analysis program designed to introduce new products, the method comprising the steps of:

storing product information on the smart card when said products are purchased by a consumer wherein said information including type, quantity and dates of the product purchased;

identifying for each product a threshold for each of said type,

3

\_

6

8

10

11

13

14

16

17

19

21 22

20

23

25

quantity and dates of products purchased;

determining an incentive for an alternative product based on said threshold; and

automatically notifying said consumer when said threshold is reached for a given product identified on the smart card and providing the consumer with said incentive, whereby the incentive encourages the consumer to consider alternative products.

#### b. Evidence

Reference A discloses smart card that tracks consumer preferences by recording the type, quantity, and dates of purchase of pre-selected products to determine trends in consumer purchases. The smart card is periodically read by a scanner to determine its contents for market analysis. In return for using the smart card and participating in the marketing program, the user is provided with free product coupons for products that are normally purchased by the shopper.

Reference B discloses a traditional consumer incentive program that provides coupons for the purchase of named products based upon the consumer's purchase of those same products to promote customer loyalty.

### c. Poor statement of the rejection

Claim 1 is rejected under 35 U.S.C. 103 as being unpatentable over Reference A in view of Reference B. Reference A discloses the conventional use of a smart card to track consumer preferences and provide incentives. However, Reference A does not disclose the automatic notification to consumer providing incentives. Reference B discloses providing incentives to consumers to purchase the desired products. It would have been obvious to combine Reference A's smart card with Reference B's incentive to consumers because the combination would allow Reference A's smart card to be more efficient.

### d. Analysis

The motivation, improve efficiency, is too general because it could cover almost any alteration contemplated of Reference A and does not address why this specific proposed modification would have been obvious. Additionally, there is nothing in either of references that would suggest automatically notifying the consumer when reaching a threshold nor is there anything in either reference that would suggest the notifying step. Finally, although Reference B teaches a traditional coupon scheme to promote customer loyalty, there is no suggestion, other than applicant's disclosure, to employ this scheme to promote the introduction of new and alternative products. The rejection is improper.

1

7

9

6

10 11

12 13

14

16 17

18

19

21 22

23 24

25

In the present rejection, the Office's stated motivations are similar to the Office's own example of an improper rejection. In the Office's own words: "[t]he motivation, improve efficiency, is too general because it could cover almost any alteration contemplated ... and does not address why this specific proposed modification would have been obvious." Therefore, the Office's rejection is improper.

In view of the above discussion, the Office's rejection is misplaced and does not establish a *prima facie* case of obviousness. Hence, for at least these reasons, this claim is allowable.

Claims 2-5 depend from claim 1 and are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 1, are neither disclosed nor suggested in the references of record, either singly or in combination with one another.

Claim 6 recites a web content adaptation method comprising:

- analyzing one or more functions associated with a webpage that is configured for presentation within a first client environment; and
- based on said analyzing, adapting the webpage for presentation within a second client environment that is different from the first client environment.

In making out the rejection of this claim, the Office relies on the same argument that it made in regard to claim 1. Applicant respectfully disagrees with the Office and maintains that the Office has not established a *prima facie* case of obviousness. Hence, for at least these reasons, this claim is allowable.

Claims 7-15 depend from claim 6 and are allowable as depending from an

10

11

13

14

12

15

16

18

20

19

22

23

21

24 25 allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 6, are neither disclosed nor suggested in the references of record, either singly or in combination with one another.

## Claim 16 recites a web content adaptation method comprising:

- analyzing one or more functions associated with a webpage that is configured for presentation on a first device type, said analyzing being performed by generating one or more function-based object models that represent objects comprising the webpage,
  - o said objects comprising:
    - one or more basic objects associated with the webpage, basic objects comprising a smallest information body that cannot be further divided, said one or more basic objects being configured to perform one or more of the following functions:

       (1) providing semantic information,
       (1) navigating to other objects,
       (3) providing a visual effect on the webpage, and
       (4) enabling user interaction;
    - one or more composite objects associated with the webpage, composite objects comprising objects that contain other objects, said one or more composite objects having a clustering function that is associated with a webpage author's intention; and
- based on said analyzing, adapting the webpage for presentation on a second device type that is different from the first device type.

In making out the rejection of this claim, the Office relies on the same argument that it made in regard to claim 1. Applicant respectfully disagrees with the Office and maintains that the Office has not established a *prima facie* case of obviousness. Hence, for at least these reasons, this claim is allowable.

Claims 17-25 depend from claim 16 and are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 16, are neither disclosed

3

4

3

7

8

9

11

13

15

14

16 17

18

20 21

22 23 24

25

nor suggested in the references of record, either singly or in combination with one another.

# Claim 26 recites a web content adaptation method comprising:

- analyzing one or more functions associated with a webpage by generating one or more function-based object models that represent objects comprising the webpage,
  - o said objects comprising:
    - one or more basic objects associated with the webpage, basic objects comprising a smallest information body that cannot be further divided, said one or more basic objects being configured to perform one or more of the following functions:

       (1) providing semantic information, (1) navigating to other objects, (3) providing a visual effect on the webpage, and (4) enabling user interaction; and
    - one or more composite objects associated with the webpage, composite objects comprising objects that contain other objects, said one or more composite objects having a clustering function that is associated with a webpage author's intention; and
- based on said analyzing, adapting the webpage for presentation on a device.

In making out the rejection of this claim, the Office relies on the same argument that it made in regard to claim 1. Applicant respectfully disagrees with the Office and maintains that the Office has not established a *prima facie* case of obviousness. Hence, for at least these reasons, this claim is allowable.

Claims 27-28 depend from claim 26 and are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 26, are neither disclosed nor suggested in the references of record, either singly or in combination with one another.

1

5

6

7

9

11 12

10

14

15

13

16 17

18

19

20

21

22 23 24 Claim 29 recites one or more computer-readable media having computer-readable instructions thereon which, when executed by one or more processors, cause the one or more processors to:

- analyze one or more functions associated with a webpage that is configured for presentation on a first device type by generating one or more function-based object models that represent objects comprising the webpage,
  - o said objects comprising:
    - one or more basic objects associated with the webpage, basic objects comprising a smallest information body that cannot be further divided, said one or more basic objects being configured to perform one or more of the following functions:

      (1) providing semantic information, (1) navigating to other objects, (3) providing a visual effect on the webpage, and (4) enabling user interaction; and
    - one or more composite objects associated with the webpage, composite objects comprising objects that contain other objects, said one or more composite objects having a clustering function that is associated with a webpage author's intention;
  - said generating of the one or more function-based object models comprising generating at least one function-based object model for a basic object, said at least one function-based object model being generated as a function of one or more of the following properties: (1) a presentation property that defines a way in which the object is presented, (2) a semanteme property associated with content of an object, (3) a decoration property pertaining to an extent to which the basic objects serves to decorate the webpage, (4) a hyperlink property pertaining to an object to which the basic object points via a hyperlink, and (5) a interaction property pertaining to an interaction method of the basic object;
  - o said generating further comprising generating at least one function-based object model for a composite object, said at least one function-based object model for the composite object being generated as a function of one or more of the following properties: (1) a clustering relationship property pertaining to a relationship among root children of the composite object, and (2) a presentation relationship property pertaining to a presentation

10

13

17 18

16

19

21 22

23

24 25 order associated with the root children of the composite object;

- said generating further comprising generating at least one specific function-based object model that serves to categorize an object by:
  - for a basic object, generating said at least one specific function-based object model based upon properties of the basic object and properties associated with any father or brother objects; and
  - for a composite object, generating said at least one specific function-based object model based upon properties of the composite object and any of its root children; and
- based upon an analysis of said one or more functions, adapt the webpage for presentation on a second device type that is different from the first device type.

In making out the rejection of this claim, the Office relies on the same argument that it made in regard to claim 1. Applicant respectfully disagrees with the Office and maintains that the Office has not established a *prima facie* case of obviousness. Hence, for at least these reasons, this claim is allowable.

Claim 30 depends from claim 29 and is allowable as depending from an allowable base claim. This claim is also allowable for its own recited features which, in combination with those recited in claim 29, are neither disclosed nor suggested in the references of record, either singly or in combination with one another.

## Claim 31 recites a web content adaptation method comprising:

- receiving multiple web pages that are configured for display on a first device type;
- processing the multiple web pages to provide multiple different objects associated with the webpages, individual objects having one or more properties relating to functions of the individual object;
- applying one or more rules to the objects sufficient to provide multiple different webpages that are configured for display on a second device type that is different from the first device type.

In making out the rejection of this claim, the Office relies on the same argument that it made in regard to claim 1. Applicant is confused in regards to the applicability of the Office's reasoning in claim 1 to this claim. Specifically, the Office has not argued that all the elements of this claim are obvious. Applicant therefore traverses this rejection and respectfully reminds the Office that "it is important that the written record clearly explain the rationale for decisions made during prosecution of the application," MPEP 706.02 (j)). Applicant requests that the Office properly communicate the basis for its rejection of this claim.

Nevertheless, the references cited by the Office do not teach or suggest all the subject matter of this claim. Additionally, as discussed above, the Office has not made particular findings as to the reason the claimed subject matter would be obvious in view of these cited references. Hence, for at least these reasons, this claim is allowable.

Claims 32-42 depend from claim 31 and are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 31, are neither disclosed nor suggested in the references of record, either singly or in combination with one another.

 Claim 43 recites a web content adaptation method that adapts web content from one format to another, and which uses multiple function-based object models to do so, where the function-based object models comprise models that pertain to (1) basic objects that comprise a smallest information body that cannot be further divided, and (2) composite objects that comprise objects that can contain other objects.

In making out the rejection of this claim, the Office relies on the same argument that it made in regard to claim 1. Applicant is confused in regards to the applicability of the Office's reasoning in claim 1 to this claim. Specifically, the Office has not argued that all the elements of this claim are obvious. Applicant therefore traverses this rejection and requests that the Office properly communicate the basis for its rejection of this claim.

Nevertheless, the references cited by the Office do not teach or suggest all the subject matter of this claim. Additionally, as discussed above, the Office has not made particular findings as to the reason the claimed subject matter would be obvious in view of these cited references. Hence, for at least these reasons, this claim is allowable.

Claim 44 depends from claim 43 and is allowable as depending from an allowable base claim. This claim is also allowable for its own recited features which, in combination with those recited in claim 43, are neither disclosed nor suggested in the references of record, either singly or in combination with one another.

5

9

10

11

13

14

17 18

16

19 20

21

23

22

24 25 Claim 45 recites a system for adapting web content from one format to another comprising one or more function-based object models, individual function-based object models representing objects that are present in a webpage in terms of one or more of an object's functional properties.

In making out the rejection of this claim, the Office relies on the same argument that it made in regard to claim 1. Applicant is confused in regards to the applicability of the Office's reasoning in claim 1 to this claim. Specifically, the Office has not argued that all the elements of this claim are obvious. Applicant therefore traverses this rejection and requests that the Office properly communicate the basis for its rejection of this claim.

Nevertheless, the references cited by the Office do not teach or suggest all the subject matter of this claim. Additionally, as discussed above, the Office has not made particular findings as to the reason the claimed subject matter would be obvious in view of these cited references. Hence, for at least these reasons, this claim is allowable.

Claims 46-53 depend from claim 45 and are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 45, are neither disclosed nor suggested in the references of record, either singly or in combination with one another.

Claim 54 recites a computer architecture for use in adapting web content for display on a computing device, the architecture comprising:

an analysis module for receiving at least one webpage and processing the one webpage to produce one or more function-based object models that describe functional properties of objects that are

32

3

6

8

7

10 11

12

14 15

16 17

18

19

20 21

22

23

25

contained in the one webpage;

- one or more rules modules that contain rules that are to be used to adapt content contained in the webpage; and
- a content adaptation module configured to process the one or more function-based object models in accordance with one or more rules contained in the one or more rules modules to produce a new web page that has been adapted from the one web page.

In making out the rejection of this claim, the Office relies on the same argument that it made in regard to claim 1. Applicant is confused in regards to the applicability of the Office's reasoning in claim 1 to this claim. Specifically, the Office has not argued that all the elements of this claim are obvious. Applicant therefore traverses this rejection and requests that the Office properly communicate the basis for its rejection of this claim.

Nevertheless, the references cited by the Office do not teach or suggest all the subject matter of this claim. Additionally, as discussed above, the Office has not made particular findings as to the reason the claimed subject matter would be obvious in view of these cited references. Hence, for at least these reasons, this claim is allowable.

# Conclusion

1

2

3

4

5

9

10

11

12

13

14

15

16

17

18

19

20

21

22

All of the claims are in condition for allowance. Applicant respectfully requests a Notice of Allowability be issued forthwith. If the Office's next anticipated action is to be anything other than issuance of a Notice of Allowability, Applicant respectfully requests a telephone call for the purpose of scheduling an interview.

Respectfully Submitted,

ance R. Sadler

Reg. No. 38,605 (509) 324-9256

23 24

25